

**LWT BUDGET 2023\_24****Income**

Member Contributions - via QLDC	\$1,279,603.83
i-SITE contribution	\$96,250.00
Interest Income	\$7,000.00
Subscription Memberships	\$15,000.00
Income from Map Advertising	\$29,150.00
Income (excl LWF, Budget carried over 2022)	<u>\$1,427,003.83</u>
<b>Total Income</b>	<b>\$1,427,003.83</b>

**OPERATIONAL EXPENSES****\$ 778,298.23****DESTINATION MARKETING**

Data and Research	\$ 65,600.00
Brand and Content	\$ 88,000.00
Media and PR	\$ 65,000.00
Online	\$195,853.28
Printed Collateral	\$ 45,000.00
Sales Calls and Tradeshows	<u>\$ 48,000.00</u>
<b>Total</b>	<b>\$ 507,453.28</b>

**INDUSTRY CAPABILITY**

Workshops	\$40,500.00
Advocacy	<u>\$19,640.00</u>
	<b>\$60,140.00</b>

**DESTINATION MANAGEMENT**

Environmental stewardship Love Wānaka	\$90,000.00
Community and stories	\$70,000.00
DMP Implementation	<u>\$63,964.40</u>
	<b>\$223,964.90</b>

**TOTAL EXPENSES****\$1,569,856.41**

Net Profit / Loss	-\$142,852.58
Retained Earnings (rolled over)	<u>\$250,237.64</u>
Contingency	<b><u>\$107,385.06</u></b>

Showing as a net loss due to unspent MBIE funds rolled over to 2023\_24  
Development of Love Wānaka Community Fund supported by LWT isite retained earnings